

MARKETING SAMPLES



m explore
MINNESOTA™

FIND YOUR
TRUE NORTH

#ONLYINMNE

BRAND CONCEPT



NICHE MARKETING - BIKING SAMPLE

exploreminnesota.com/findyourtruenorth/biking

FIND YOUR TRUE NORTH™

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PLAN YOUR TRIP >

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Gear up for the TRUE NORTH™

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NICHE MARKETING - HIKING SAMPLE

exploreminnesota.com/findyourtruenorth/hiking

Follow the trail to
TRUE NORTH™

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HONEYMOON BLUFF
Grand Marais, MN

TRUE
Sights

TRUE
Adventure

TRUE
Escape

FIND YOUR
TRUE NORTH™

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HONEYMOON BLUFF
Grand Marais, MN

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FIND YOUR
TRUE NORTH™

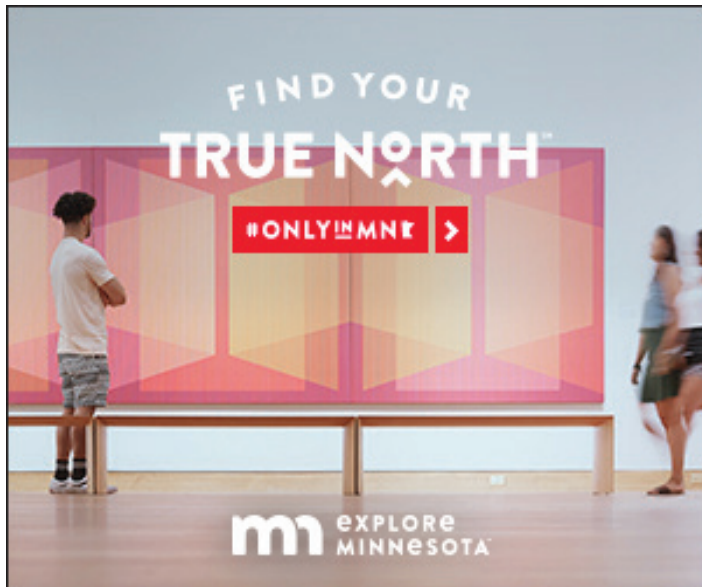
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NICHE MARKETING - ARTS & CULTURE

exploreminnesota.com/findyourtruenorth/arts-culture



SAMPLE BANNER ADS

A banner advertisement featuring a group of people in blue rafts navigating white-water rapids. In the background, a large steel truss bridge spans a rocky gorge. The sky is blue with scattered clouds. A red location pin icon is positioned above the text.

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A banner advertisement showing a diverse group of four people walking along a paved path. In the background, the modern, glass-walled Weisman Art Museum is visible under a clear blue sky. A red location pin icon is positioned above the text.

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Minneapolis, MN](#)

A banner advertisement featuring a man carrying a young girl on his shoulders. They are standing near a large, powerful waterfall, with the girl looking up at the water. The scene is lush with green trees. A red location pin icon is positioned above the text.

Get closer to your
TRUE NORTH™

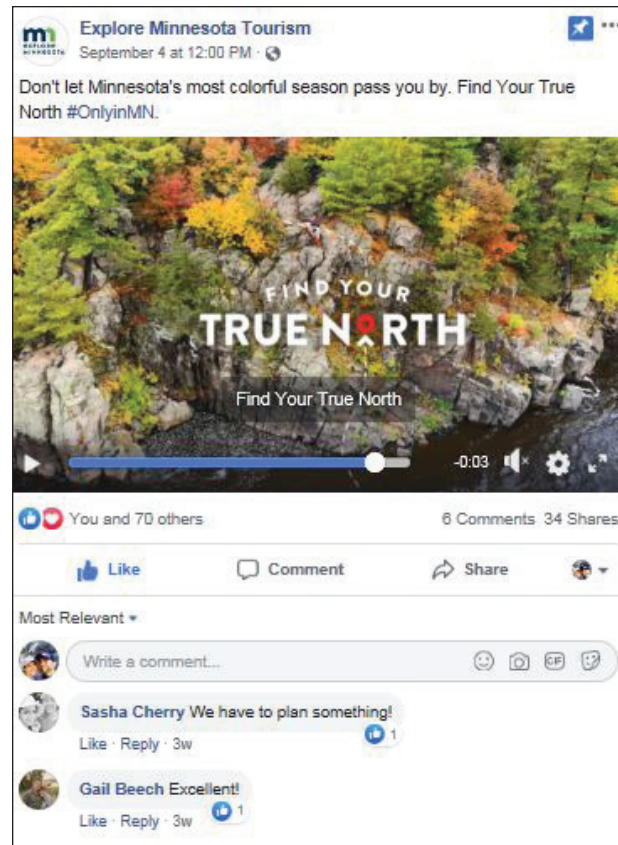
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Mankato, MN](#)

SOCIAL MEDIA



#OnlyinMN Monument at Paul Bunyan State Trail



Social Media Video



Social Media Amplification

SAMPLE PRINT ADS



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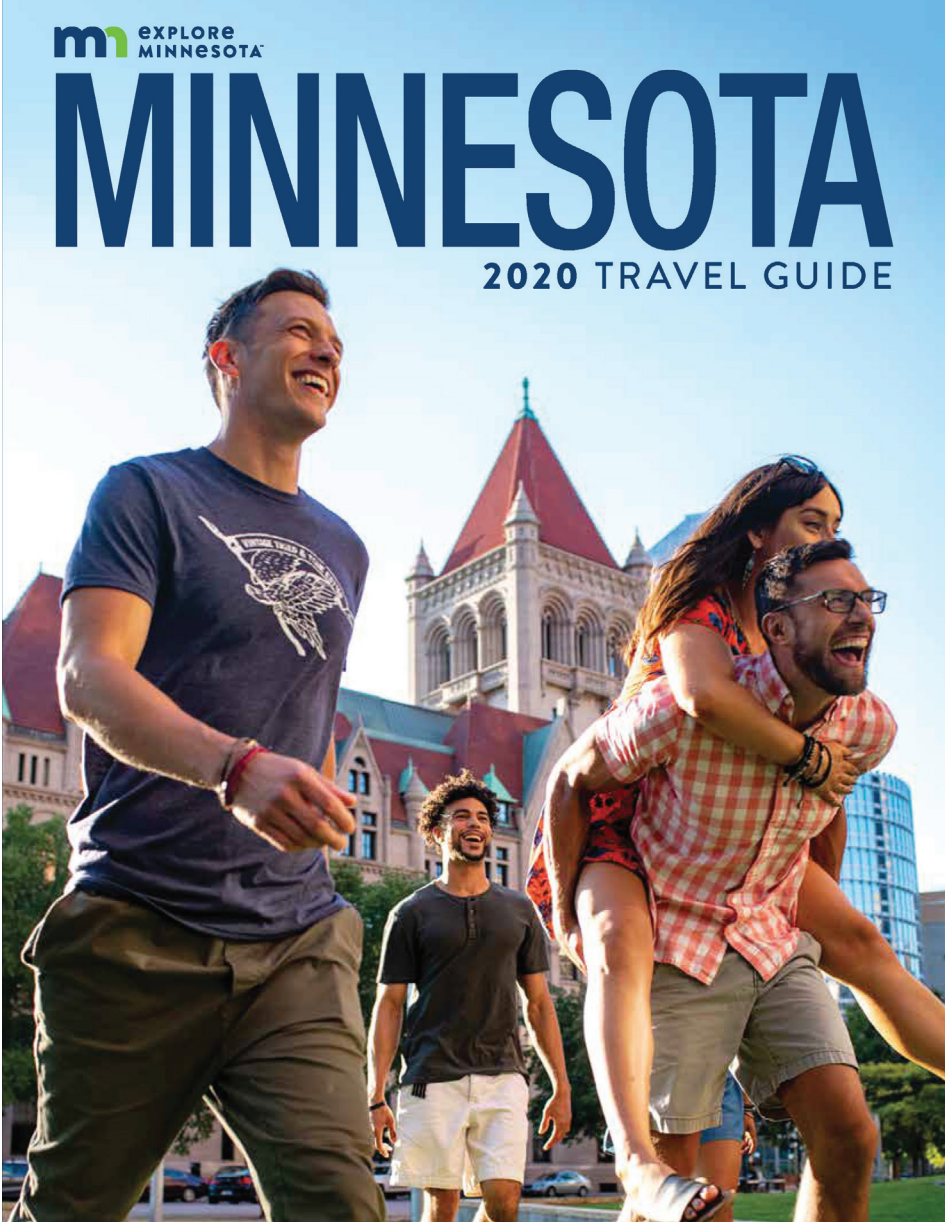
BLUE MOUNDS STATE PARK | LUVERNE, MN



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BOB DYLAN MURAL | MINNEAPOLIS, MN

MINNESOTA TRAVEL GUIDE



Southern MINNESOTA

THE MISSISSIPPI RIVER and many small, quiet streams wind their way through scenic valleys nestled among wooded bluffs, and the Minnesota River reaches across the farmland of southern Minnesota. The habitat supports abundant wildlife, making the region popular for birding and hunting. Numerous historic sites honor the spirit and traditions of the Dakota Indians and early pioneers, and the charming towns here are notable for their antique shops, historic architecture, summer festivals and bike trails.

BLUFF COUNTY
PG.110

NATIVE AMERICAN HERITAGE SITES
PG.113

FISHER PARKS
PG.114

WHEEL-SEE WISCONSIN
PG.118

10 STELLAR STORIES
PG.117

SIGHTS OF THE SOUTH
PG.118

100 ADVENTURES
PG.120

COUNTRY DRINKS
PG.123

ACCOMMODATIONS & VISITOR INFORMATION
PG.124

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